



Choose at least one Green Goal to demonstrate your company's commitment to our local wildlife:

Principle	Sample Initiatives	Examples	Green Goal(s)
Stewardship	Internal recycling	"We plan to organise and promote a carpooling scheme that currently has 12 employees taking part."	
	Promoting a green premises		
	Using recycled materials		
	Using eco-friendly suppliers		
	Energy-saving efforts	"We have a Bike Grant scheme for employees that commit to biking to work."	
	Ethical investing		
Environmental strategy			
Involvement	Programme sponsorship	"We currently encourage our employees to take part in a volunteering day, which we organise once a year."	
	Volunteering days		
	Cause-marketing initiatives		
	Staff membership promotion	"We will add the corporate membership logo onto our website, email sign off's and promotional material."	
	Carry Trust literature		
	Fundraising events		
	In-kind donations/support		
Match funding			

## Benefits for you. Benefits for wildlife.

Help us protect Kent's wildlife for the future.



## Corporate Membership

### Corporate Relationship Policy agreement

On behalf of the company below, I acknowledge and accept the terms and conditions defined in Kent Wildlife Trust's Corporate Relationship Policy.

Signature: \_\_\_\_\_

Name (print): \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_

If you wish to receive further communications from Kent Wildlife Trust then please tick here   
Registered Charity No. 239992.



**Head Office:** Kent Wildlife Trust, Tyland Barn, Sandling, Maidstone, Kent ME14 3BD  
Tel: 01622 662012 Fax: 01622 671390 info@kentwildlife.org.uk  
Registered Charity No. 239992. A company limited by guarantee No. 633098. VAT Registration No. 974842378.

Adonis blue



www.kentwildlifetrust.org.uk

Your living landscape. Your living seas.

# Benefits for you. Benefits for wildlife.



Kent countryside © Serena Bowles

Now, more than ever, the public will buy from companies they like and trust. Reputation is a key factor in a customer's purchasing decision, and they're looking for substance over spin. Acting ethically and contributing to the wider community is not an optional extra, it's essential to remaining competitive.

Kent Wildlife Trust is the leading conservation charity in Kent and Medway and over the past 50 years we have built a positive profile and gained strong public support. Now we are offering local companies the chance to strengthen their corporate social responsibility and PR through partnering with us.

There are many different opportunities available, so please consider how your company can get involved with protecting Kent's wildlife for the future.

With sincere thanks

John Bennett, Chief Executive  
Kent Wildlife Trust

**The environment is important and by supporting Kent Wildlife Trust, businesses can prove they care in a way that brings commercial success. Good business means caring about the local community and the environment.**

Justin Greenaway, Contracts  
Manager – Sweep Ltd

**“Supporting an organisation such as Kent Wildlife Trust goes beyond just a simple corporate donation for us. The sponsored walk we organised enabled us to witness first hand the importance of the wildlife and the countryside that we are trying to protect. We are delighted to have been part of that and we plan to continue our commitment to this most deserving cause”**

Alexa Twort – Thomson Snell  
& Passmore

## Impact

Kent Wildlife Trust is committed to protecting Kent's precious wildlife and habitats. We now have more than 30,000 members across the county and our influence continues to expand among the community and decision-makers.

### How we make a difference:

- Manage 61 nature reserves
- Over 3,000 hectares of stunning wildlife habitat
- Operate five visitor centres across Kent
- Inform local planning applications and government policy
- Educate the community through our awareness events and flourishing schools outreach programmes
- Partner with local authorities, businesses, media organisations and other charities to champion the cause of wildlife

By becoming a corporate member of Kent Wildlife Trust you will help us protect the natural heritage of the Garden of England for future generations to enjoy.

**“All organisations benefit from working with Kent Wildlife Trust. They provide excellent advice on wildlife management and with their many topical wildlife features provide the perfect vehicle for companies to promote their environmental credentials.”**

Iain McBride – TV Presenter



Otter © Darin Smith



Working in Darenth Woods



# Opportunities

There are many opportunities to get involved and benefit from supporting Kent Wildlife Trust.

## Corporate membership

No matter what your business focus or the size of your team, there is a corporate membership option to suit you and your budget (see opposite).

## Charity of the year

We encourage all of our corporate members to make Kent Wildlife Trust their Charity of the Year. Partnerships are flexible and can be tailored to suit your company. Options include taking part in fundraising events, making additional donations to the Trust on top of your membership fee and promoting Kent Wildlife Trust to your customers.

## Fundraising events

Another great way to support the Trust is to organise a fundraising event as a company such as a quiz night, sponsored challenge or dress up day. Events can be a great way to engage your employees with both the company and the work of the Trust. You could also consider matching any donations your employees make. For more information visit [www.kentwildlifetrust.org.uk](http://www.kentwildlifetrust.org.uk)

## Team building days

Kent Wildlife Trust holds team building days on our beautiful nature reserves,



providing the ideal environment for learning and growing together.

## Corporate Social Responsibility (CSR)

As an environmental charity we are involved with many projects that enhance and involve the local community. Our volunteering opportunities, for example, not only allow you to actively get involved but they also promote your sincerity about the public interest of your organisation.

Many businesses have CSR policies in place, however, few have found an effective way to promote this. Becoming a corporate member of Kent Wildlife Trust enables companies to positively raise their profile with a diverse range of ethical opportunities.

# Options

As a corporate member you will benefit from positive exposure to Kent Wildlife Trust's constituency and improved PR with your own stakeholders.

## £50 + VAT Supporter

*(minimum membership for non Ltd companies and sole traders only)*

- Corporate membership pack
- Three mail outs per year including the Trust's Wild Kent Magazine, reserves guide and annual review
- Company listed in Wild Kent Magazine – readership of 70,000 per edition
- Use of the Trust's 'Corporate Supporter' logo\*
- A5 'Corporate Supporter' window sticker\*
- 5% advertising discount in Trust publications\*
- Reciprocal text link on the Trust's website
- Discount on sponsorship opportunities
- Invitation to corporate/networking events
- Collection box

## £250 + VAT Member

*All the above plus\*;*

- 1 x ¼ page advert/editorial in our Wild Kent magazine\*
- Use of Trust's 'Corporate Member' logo\*
- A5 'Corporate Member' window sticker\*
- Corporate membership clock
- Individual volunteer opportunities
- Trust car stickers – multi pack
- Reciprocal logo/image on Trust's website
- 10% advertising discount in Trust publications\*

## £500 + VAT Partner

*All the above plus\*;*

- 2 x ¼ page advert/editorial in our Wild Kent Magazine\*
- Use of Trust's 'Corporate Partner' logo\*
- A5 'Corporate Partner' window sticker\*
- Discounts on team volunteering days
- Three months free membership for employees who wish to join as individual members

## £1,000 + VAT Ambassador

*All the above plus\*;*

- 4 x ¼ page advert/editorial in our Wild Kent Magazine\*
- Use of Trust's 'Corporate Ambassador' logo\*
- A5 'Corporate Ambassador' window sticker\*
- Reciprocal logo/image on the Trust's website and banner on homepage for up to two weeks
- 15% advertising discount in Trust publications\*
- Guided tour at a reserve for up to ten people
- Priority booking for events

\* exclusive to level of membership – not in addition to previous level.

# Invest

Investing in Kent Wildlife Trust is a simple and cost effective way of contributing to your local community that will directly impact on your business.

To become a corporate member, please complete the enclosed application form.

### For more information about working with Kent Wildlife Trust including:

- Ideas for corporate fundraising events
- Charity of the year partnerships
- Team building days
- Improving your environmental impact

Please call our corporate fundraising team on 01622 662 012 or email [corporate@kentwildlife.org.uk](mailto:corporate@kentwildlife.org.uk)

Thank you for your support. We look forward to working with you.

**Kent Wildlife Trust:**  
**Local, effective, important**

**Your support:**  
**Better CSR, positive PR**



Belmont International @ DA



Cleaning scrub

# Kent Wildlife Trust Corporate Relationships Policy

### Key principles

- We seek to ensure that those we work with and the ways that we work with them are consistent with Kent Wildlife Trust's organisational values.
- All relationships will be based on the principles of integrity and openness, maintenance of independence, equality in partnership and mutual benefit for all concerned.
- Initiatives will not compromise the independent status of Kent Wildlife Trust. If there is a possibility that the independence, reputation or credibility of Kent Wildlife Trust is jeopardised, we will review the risks versus the potential benefits for local wildlife and may withdraw from the initiative.
- Any company applying for corporate membership or offering sponsorship will be given a copy of the Corporate Relationship Policy and be required to sign a statement acknowledging receipt and agreement to terms.
- The agreements within any partnerships are without prejudice to any views, commentary or objections Kent Wildlife Trust staff may have regarding planning or development issues.

### Partner organisations

- The partner involved in the initiative will not be directly connected with operations or products that contribute irresponsibly to environmental pressures and/or degradation. This decision is open to the scrutiny of Kent Wildlife Trust.
- At the discretion of Kent Wildlife Trust, partners involved in the initiative may be vetted and only confirmed following the initial satisfaction of Kent Wildlife Trust staff and/or the Board of Trustees.
- Kent Wildlife Trust may take into account public perception of a company when deciding whether or not to establish a corporate association.



Highland cow

### Funding

- Acceptance of support from a company will not imply that Kent Wildlife Trust condones company activities and the Trust reserves the right to comment publicly on such activities.
- Kent Wildlife Trust will not accept more than 10% of total income per annum from one corporate partner with a vested interest in wildlife positioning; so as not to compromise our integrity. This does not include money raised via employee and customer fundraising as part of any corporate partnership arrangements (e.g. Charity of the Year).
- Kent Wildlife Trust may terminate a company's corporate membership and/or sponsorship at any time if in the Trust's perception the company's activities cause damage to the Trust's reputation by association. Kent Wildlife Trust is not required to reimburse any monetary, in-kind, investment or other contributions made prior to termination.

# Kent Wildlife Trust Corporate Membership application form

Please return to: Corporate Fundraising Team, Kent Wildlife Trust, Tyland Barn, Sandling, Maidstone, Kent, ME14 3BD, [corporate@kentwildlife.org.uk](mailto:corporate@kentwildlife.org.uk) or by fax at 01622 671390. For further information, visit [www.kentwildlifetrust.org.uk](http://www.kentwildlifetrust.org.uk) or call us on 01622 662012.

### 1 Organisation

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Web address: \_\_\_\_\_

Number of employees: \_\_\_\_\_

Briefly describe the nature of your business: \_\_\_\_\_

### 2 Contact details

Title (Mr/Mrs/Ms etc.): \_\_\_\_\_

Forename: \_\_\_\_\_ Surname: \_\_\_\_\_

Position: \_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

### 3 Type of corporate membership (please tick)

- £50 Supporter       £500 Partner  
 £250 Member       £1,000 Ambassador

All prices are exclusive of VAT

For office use only